

Message Text

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PAGE 01 TOKYO 08421 080235Z

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 STR-04 COME-00 TRSE-00

CIAE-00 INR-07 NSAE-00 /028 W

-----080453Z 107481 /12

R 080211Z JUN 77

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 8410

UNCLAS TOKYO 8421

E.O. 11652: N/A

TAGS: ETRD JA

SUBJECT: U.S. IMPORTS OF JAPANESE COLOR TELEVISION RECEIVERS

REF: STATE 129028

1. EMBOFFS CALLED ON ELECTRONICS INDUSTRY DIVISION DIRECTOR KOBAYASHI AND DEPUTY DIRECTOR KAWANO AT MITI AND INFORMED THEM OF SERIOUS DIFFICULTIES WHICH WOULD ARISE IF JAPANESE TV EXPORTS EXCEEDED ONE MILLION FIGURE AGREED BETWEEN STR STRAUSS AND VICE MINISTER MASUDA. WE BUTTRESSED OUR PRESENTATION BY QUOTING FROM NOMURA RESEARCH WEEKLY ECONOMIC REPORT WHICH ESTIMATES COLOR TV EXPORTS TO THE U.S. IN RANGE OF 1.2-1.3 MILLION IN FIRST HALF.

2. KOBAYASHI AND KAWANO WERE WELL INFORMED ON THIS SUBJECT AND STATED THAT PRESS REPORTS ARE BASED ON JAPANESE CUSTOMS DATA WHICH INCLUDE COMPLETE SETS AND CHASSIS--A BROADER DEFINITION THAN THAT CONTAINED IN THE OMA. THEY SAID MASUDA'S COMMITMENT RELATES TO "COMPLETE SETS" AS DEFINED IN THE OMA, AND THAT MITI DATA SHOWS SHIPMENTS ACCORDING TO THAT DEFINITION OF 665,632 IN THE FIRST FOUR MONTHS. THEY SAID THAT SHIPMENTS DEFINITELY WOULD NOT EXCEED ONE MILLION IN SIX MONTHS ACCORDING TO THE OMA DEFINITION.

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3. WE POINTED OUT THAT PRESS REPORTS CAN CREATE A BAD SITUATION IF THEY INDICATE JAPAN IS NOT MEETING ITS COMMITMENT, AND THAT MITI CAN EXPECT FUTURE DIFFICULTY IF SUCH REPORTS ARE MISUNDERSTOOD. THEY AGREED WITH THIS POINT BUT EXPLAINED THAT THEY HAVE NO CONTROL OVER JAPANESE CUSTOMS REPORTING PRACTICES AND THAT, THEREFORE, THEIR OWN REPORTING TO MEDIA MIGHT HAVE LITTLE EFFECT.

THEY SAID, HOWEVER, THAT THEY WILL DO THEIR BEST AND
REITERATED THAT MASUDA'S COMMITMENT TO STR STRAUSS WOULD
BE KEPT.
MANSFIELD

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: IMPORT CONTROLS, TELEVISION EQUIPMENT
Control Number: n/a
Copy: SINGLE
Sent Date: 08-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770203-0723
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770676/aaaacopa.tel
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Litigation Code IDs:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Exemptions: n/a
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
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